Worthing
BOROUGH COUNCIL

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Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/08/0037/ADV

TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING GENERAL DEVELOPMENT PROCEDURE ORDER 1995

Sign Specialists Ltd
Unit 19
Oxleasow Road
East Moons Moat Industrial Est
Redditch
Worcestershire B98 ORE

PROPOSAL: Installation of internally illuminated fascia sign and internally illuminated post sign.

LOCATION : Cissbury Garage 150 Findon Road Worthing

DATE REGISTERED 18th January 2008

APPLICANT : Suzuki GB Ltd

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in the plans and photographs deposited on 18th January 2008, which accompanied the application, or as subsequently amended prior to consideration, is to

REFUSE PERMISSION for the reason(s) that:-

1. The proposed fascia sign, by reason of its excessive size, height and projection and its unsympathetic design, means of display and illumination in relation to the single storey annex premises on which it would be displayed, and due to its prominence and discordant appearance within the street scene, would be detrimental to the character and visual amenities of the area, contrary to saved Policies CH1 and DEV1 of the West Sussex Structure Plan 2001-2016 and PPG19: Outdoor Advertisement Control (1992).

Cont.....

Dated : 3rd March 2008

Assistant Director (Planning Services)

Note: Your attention is drawn to the notes and advice overleaf.

2. Having regard to the various forecourt signs on these car showroom premises, the proposed pole sign would be further damaging to the appearance of these premises and to the surrounding area, including the adjacent shopping parade to the north, through an excessive clutter of advertising that would result, to the detriment of the visual amenities of the area. As such the proposal conflicts with saved Policies DEV1 and CH1 of the West Sussex Structure Plan 2001-2016 and PPG19: Outdoor Advertisement Control (1992).

INFORMATIVES

This information is only intended as a summary of the reasons for refusal of planning permission. For further details on the decision please see the application report which is available from the Planning Reception at Portland House, Richmond Road, Worthing.